

1. Record Nr.	UNINA9910463780703321
Autore	Schimmel Matthias
Titolo	Communication in the U.K. budget airline industry : how pr affects corporate success // Matthias Schimmel
Pubbl/distr/stampa	Hamburg, Germany : , : Anchor Academic Publishing, , 2014 ©2014
ISBN	3-95489-663-X
Descrizione fisica	1 online resource (90 p.)
Disciplina	341.7567
Soggetti	Aeronautics, Commercial - Law and legislation Airlines - Deregulation - Germany Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Communication in the U.K. Budget Airline Industry; Acknowledgements; Table of Content; Table of Figures; Table of Abbreviations; Abstract; 1. Introduction; 1.1 The UK Air Transport Market; 1.2 PR in the Airline Industry; 1.3 Research Aims; 2. Literature Review; 2.1 Public Relations; 2.2 Consumer Behaviour; 2.3 Budget Airlines; 3. Methodology; 3.1 Research Approach and Hypotheses; 3.2 Research Method; 3.3 Sample Structure; 3.4 Analysis; 3.5 Limitations; 4. Findings & Discussion; 4.1 Respondent Profile; 4.2 Findings; 4.3 Summary of Findings; 5. Conclusion & Research Implications; Appendices 1. Survey Screenshots 2. Invitation E-Mail and Survey Start Page; 3. Statistical Analysis; References
Sommario/riassunto	The main purpose of this study is to investigate how Public Relations are currently used as a communication tool within the UK budget airline industry, and how the student segment in the UK corresponds to these measures. To gain a holistic understanding of the topic, facts on the UK air transport market are introduced briefly, with a special regard to the two leading budget airlines, Ryanair and EasyJet. Furthermore, the importance of PR for the airline industry is assessed by the conducted field research. Auszug aus dem Text Text Sample: Chapter 3.2, Research Method:<

2. Record Nr.	UNINA9910484006603321
Autore	Koh Joyce Hwee Ling
Titolo	Design Thinking for Education : Conceptions and Applications in Teaching and Learning // by Joyce Hwee Ling Koh, Ching Sing Chai, Benjamin Wong, Huang-Yao Hong
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2015
ISBN	9789812874443 9812874445
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (141 pages)
Disciplina	370 370711 371.3
Soggetti	Teachers - Training of Learning, Psychology of Teaching and Teacher Education Instructional Psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1 Design Thinking and Education -- Chapter 2 Critical Perspectives on Design & Design Thinking -- Chapter 3 Design Thinking and 21st Century Skills -- Chapter 4 Design Thinking and Children -- Chapter 5 Design Thinking and Pre-service Teachers -- Chapter 6 Design Thinking and In-service Teachers -- Chapter 7 Developing and Evaluating Design Thinking -- Chapter 8 Conclusion.
Sommario/riassunto	This book explores, through eight chapters, how design thinking vocabulary can be interpreted and employed in educational contexts. The theoretical foundations of design thinking and design in education are first examined by means of a literature review. This is then followed by chapters that characterize design thinking among children, pre-service teachers and in-service teachers using research data collected from the authors' design-driven coursework and projects. The book also examines issues associated with methods for fostering and assessing design thinking. In the final chapter, it discusses future directions for the incorporation of design thinking into educational

settings. Intended for teachers, teacher educators and university instructors, this book aims to provide them with the theoretical foundations needed to grasp design thinking, and to provide examples of how design thinking can be interpreted and evaluated. The materials covered will help these groups of professionals to consider how design thinking can be integrated into their own teaching and learning contexts. The book will also promote a discourse between educational researchers on the theoretical development of design thinking in educational settings.

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